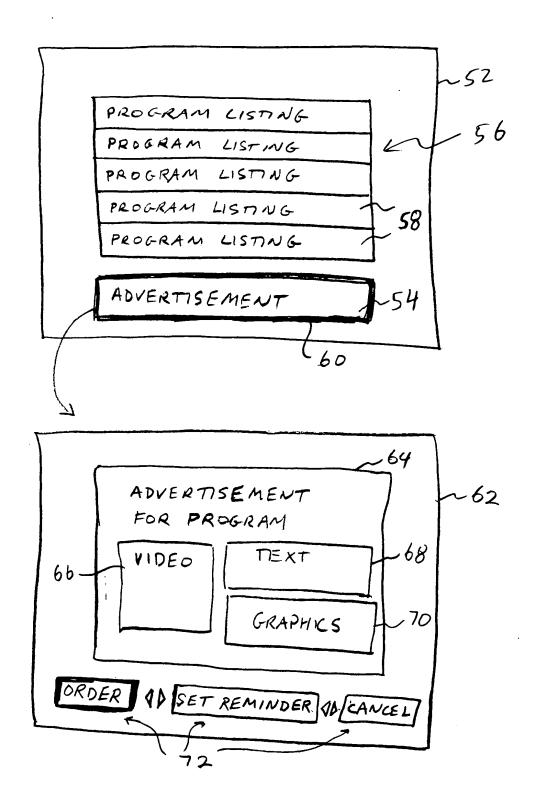
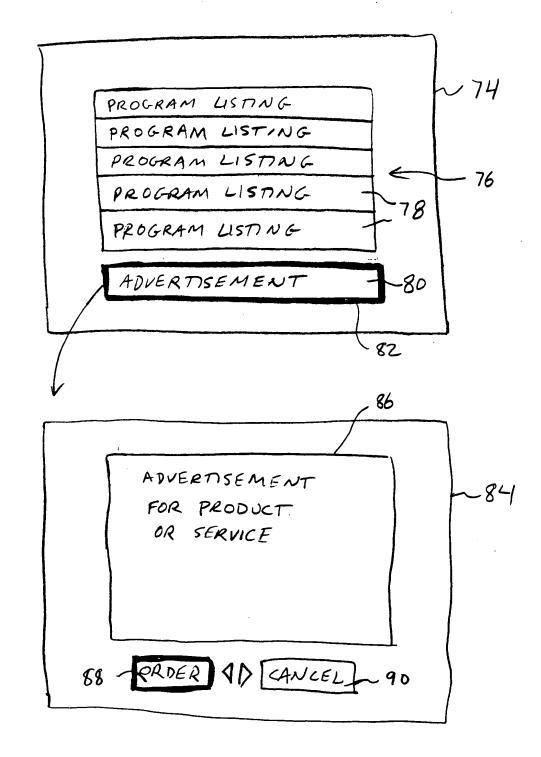
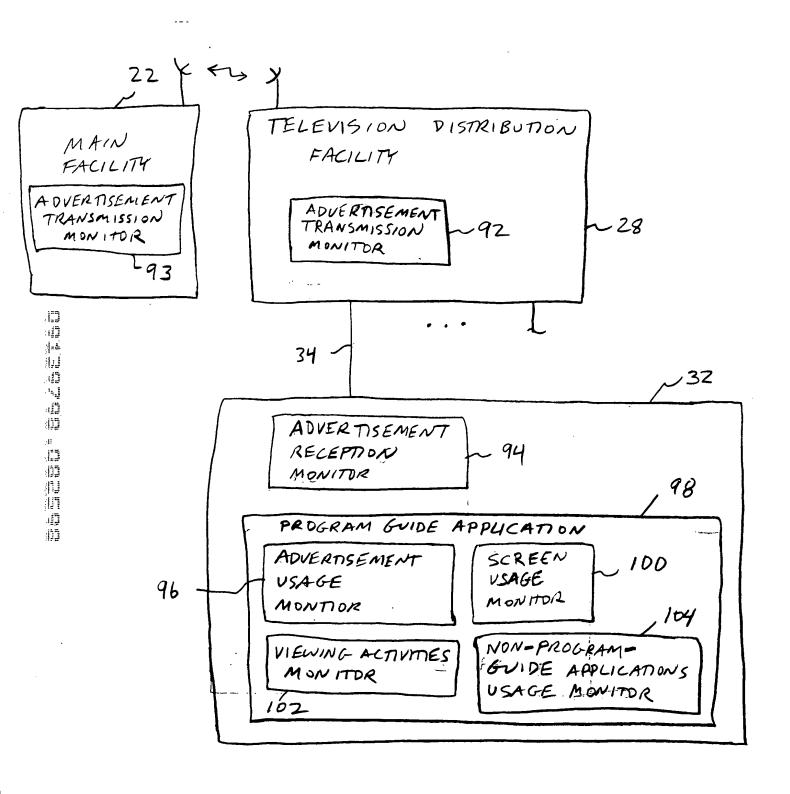
FIG. 1



F16. 2



F16,3



F16.4

	106
108	- ADVERTISEMENT I DENTIFIER
110	- INFORMATION ON WHETHER ADVERTISEMENT WAS TRANSMITTED CORRECTLY
112	- INFORMATION ON WHETHER ADVERTISEMENT WAS RECEIVED CORRECTLY
114 -	- INFORMATION ON THE NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED
116	- INFORMATION ON WHICH PROGRAM GUIDE SCREENS ADVERTISEMENT WAS DISPLAYED ON
118	NFORMATION ON WHICH SCREENS WERE ACTIVE WHEN THE ADVERTISEMENT WAS SELECTED BY THE USER
120	INFORMATION ON USER ACTIONS THAT RESULTED DIRECTLY FROM SELECTING THE ADVERTISEMENT, SUCH AS WATCHING APROGRAM, RECORDING A PROGRAM, PURCHASING A PROGRAM, ETC.
122-	DATE AND TIME ADVERTISEMENT DISPLAYED OR ACTION TAKEN

F16.5

124

126 SCREEN IDENTIFIER

128 INFORMATION ON FREQUENCY WITH WHICH
SCREEN IS DISPLAYED

130 INFORMATION ON DURATION OF SCREEN DISPLAY

132 INFORMATION ON HOW USER ARRIVES AT SCREEN

134 INFORMATION ON ACTIONS USER TAKES FROM SCREEN

F16.6

138 PROGRAM IDENTIFIER

140 INFORMATION ON WHETHER USER
INTERACTS WITH PROGRAM GUIDE

142 INFORMATION ON WHETHER MUTE
FUNCTION IS USED

144 INFORMATION ON WHETHER SCREEN
OVERLAYS PRESENT

F16.7

148 NON-PROGRAM-GUIDE APPLICATION IDENTIFIER

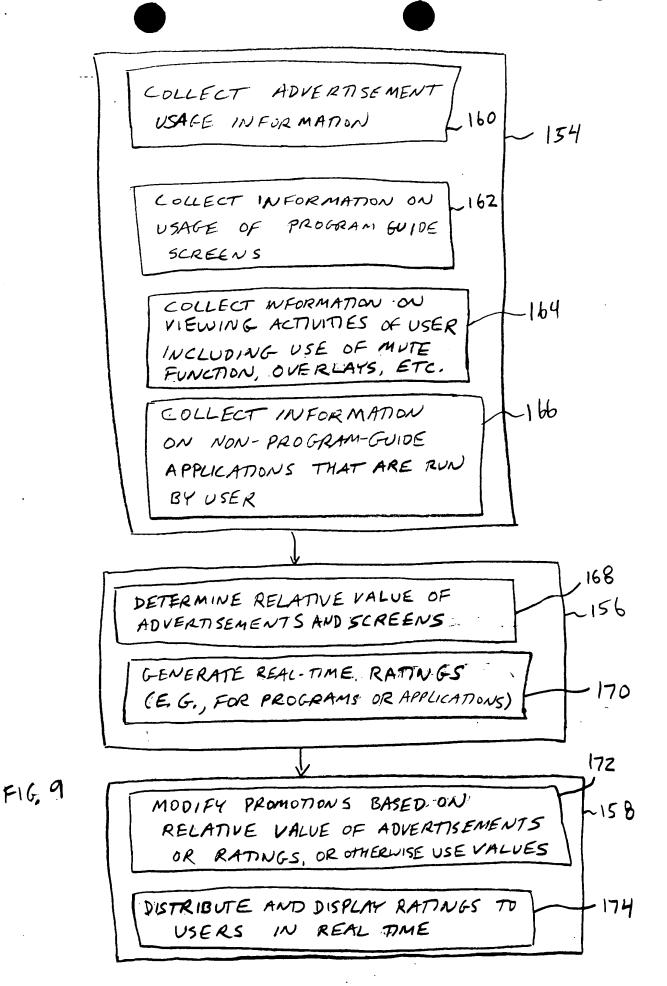
150 INFORMATION ON HOW USER INVOKES

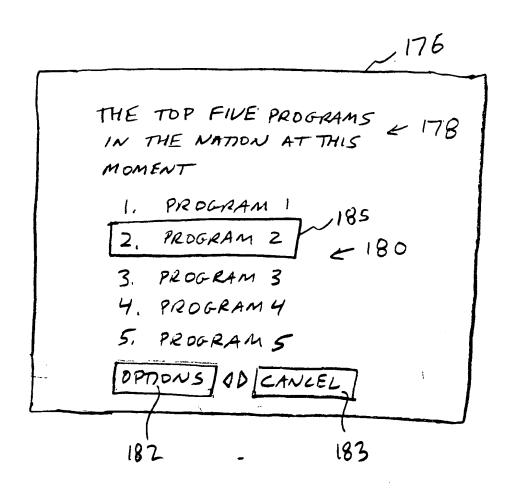
NON-PROGRAM-GUIDE APPLICATION

152 INFORMATION ON AMOUNT OF USE OF

NON-PROGRAM-GUIDE APPLICATION

F16. 8





F16, 10a

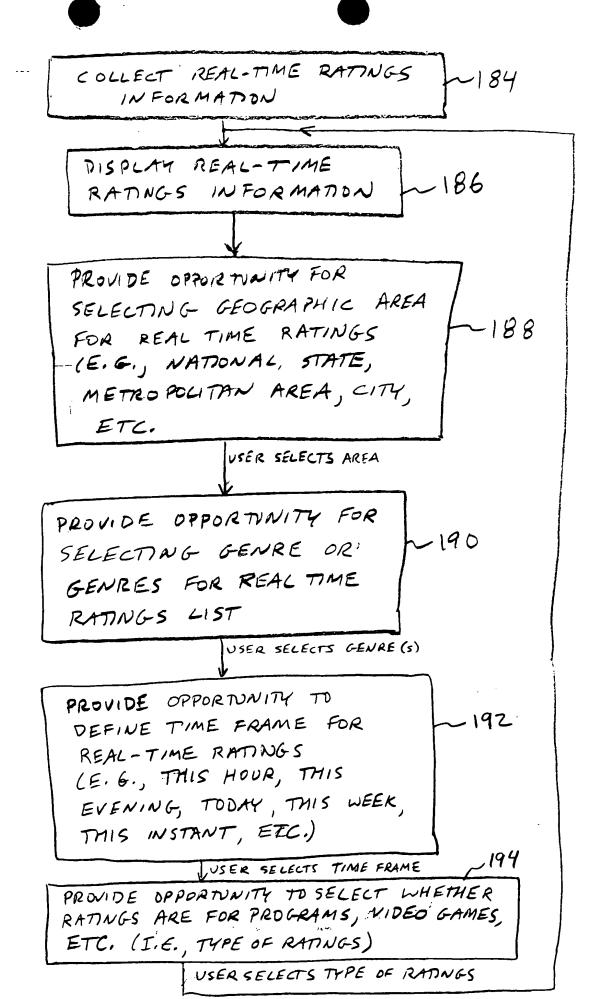
```
PRONDE USER WITH
OPPORTUNITY TO SELECT
PROGRAM (OR OTHER LISTING)
          USER
          SELECTS
  PROVIDE VSER WITH
                          189
  OPPORTUNITY TO TAKE
   ACTION (E. G., SET A
   REMINDER, PURCHASE,
   OR RECORD)
```

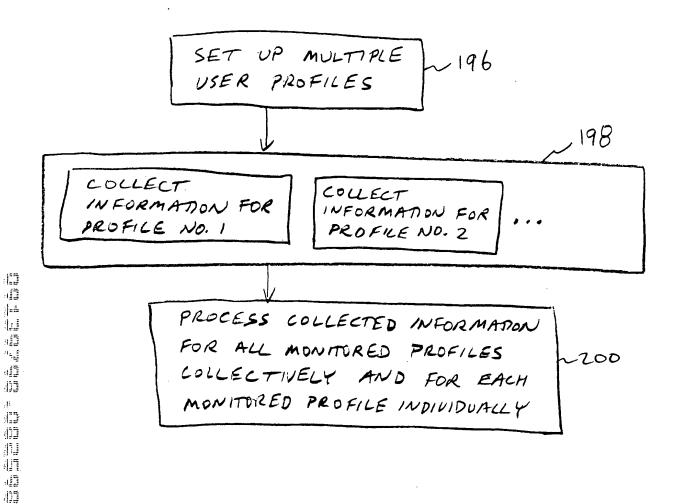
F16. 10b

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that the first than the first man the test that

FIG. 11





F16, 12

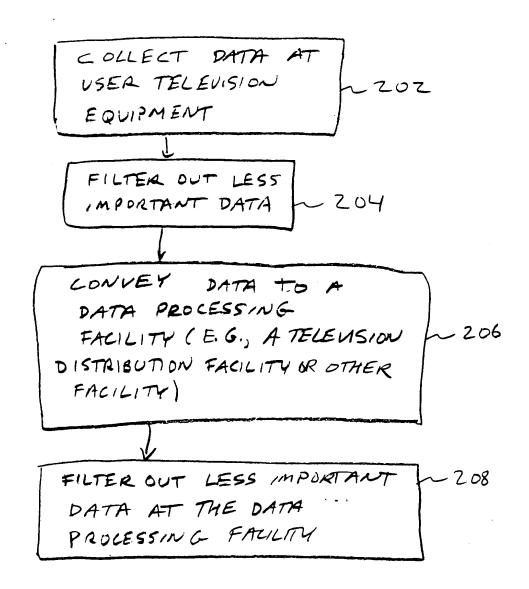


FIG. 13

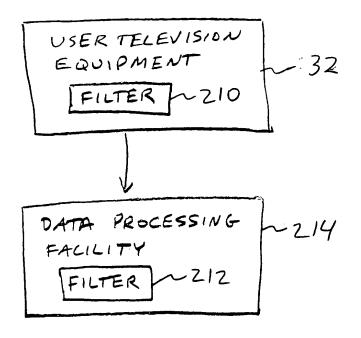


FIG. 14

220

216

FILTER

218

FILTER BASED ON
SPECIFIC ADVERTISEMENTS
OR ACTIONS TO BE
COLLECTED

FILTER BASED ON VIEWER DEMOGRAPHICS (INCLUDING DEMOGRAPHICS CALCULATED AUTOMATICALLY BY PROGRAM GUIDE)

FIG. 15